



NinjaCare

# NinjaCare

## Pitch Deck

Business Presentation



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# Pitch Overview

- 1 The Problem
- 2 The NinjaCare Solution
- 3 Market Opportunity
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- 5 Services & Business Model
- 6 Competitive Advantage
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# The Problem

India's domestic workforce system is broken — for both households and workers.

Despite being one of the largest unorganized sectors in India, domestic services still operate on word-of-mouth, unreliable agencies, and zero accountability — leading to stress, insecurity, and inefficiency on both sides.

For households, finding a reliable maid or driver is risky and time-consuming — no verification, no replacement guarantee, and inconsistent service quality.

For workers, there is no dignity, income stability, or protection — leading to exploitation, frequent job loss, and unsafe work environments.





# Problem Statement

One of India's largest workforces still runs on trust gaps, informality, and risk.

## Problem 01

### Unreliable & Unsafe Hiring for Households

Finding a reliable maid, driver, or caregiver is time-consuming and risky. There is no standard verification, no replacement guarantee, and no accountability, forcing families to depend on word-of-mouth or unregulated agents.

## Problem 02

### No Dignity, Stability, or Protection for Workers

Domestic workers face unstable income, delayed payments, unsafe placements, and zero long-term security. There is no system that values their skills, safety, or growth, leading to high attrition and exploitation.

# The NinjaCare Solution

NinjaCare is a technology-driven platform that brings trust, reliability, and dignity to India's domestic workforce — for both households and workers.

## **Solution 01 Verified & Reliable Hiring**

Every worker on NinjaCare is verified through identity checks, background validation, and performance ratings — giving households peace of mind and dependable service.

## **Solution 02 Guaranteed Replacement & Accountability**

If a worker is unavailable, NinjaCare ensures a timely replacement. This removes uncertainty and builds long-term trust with families.

## **Solution 03 Worker Empowerment & Stability**

NinjaCare provides workers with stable income opportunities, fair treatment, visibility, and access to future benefits — reducing attrition and improving service quality.

# Core Services on NinjaCare

## Service 01 Domestic Maids & Household Help

Daily and full-time maids for cleaning, cooking assistance, and household chores — verified, trained, and rated for consistent quality.

## Service 02 Drivers & Transportation Support

Professional drivers for personal and family use — background-verified, punctual, and accountable through the NinjaCare platform.

## Service 03 Care Services (Elderly, Child & Home Care)

Trusted caregivers for elderly care, babysitting, and home assistance — focused on safety, dignity, and long-term reliability.

Additional services such as cooks, on-demand helpers, and specialized home support will be introduced as the platform scales across cities.



**₹8,350 Cr+**  
**Indian Domestic  
Services Market  
(2029)**

India's domestic services market is growing rapidly due to urbanization, nuclear families, and increased workforce participation.

**50+ Million  
Households  
Using Domestic  
Help**

Over 50 million Indian households depend on maids, drivers, cooks, and caregivers — most of them still sourced through informal channels.

# Size of Market

India's domestic workforce is one of the largest unorganized sectors in the country.

With rising internet penetration, app adoption in Tier 2 & Tier 3 cities, and demand for verified services, the market is shifting toward structured, technology-driven platforms.

NinjaCare is positioned to formalize this massive opportunity by connecting households with verified workers through a scalable digital ecosystem.

Targeting 1% of this market creates a ₹80+ Cr opportunity.

- Local placement agencies and brokers
- Word-of-mouth hiring through societies & referrals
- Independent workers without verification or accountability

Key Limitation :

Lack of trust, no guarantees, no standardization, and high risk for households.

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# Direct Competitors

(Organized & App-Based Platforms)

Most competitors optimize for convenience — Ninja Care optimizes for trust and dignity.

# Indirect Competitors

(Traditional & Unorganized Options)

- Home service aggregators focused on task-based jobs
- Platforms with limited worker ownership or empowerment
- Services prioritizing short-term convenience over long-term reliability

Key Limitation :

High worker churn, inconsistent service quality, and weak replacement assurance.



# Key Competitive Advantages

## Trust-First Ecosystem

NinjaCare is built on verified profiles, background checks, and continuous trust scoring — creating safety and confidence for families while ensuring dignity and stability for workers.

## Worker-Centric Model

Unlike traditional platforms, NinjaCare empowers domestic workers with identity, respect, consistent work opportunities, and long-term relationships — reducing churn and improving service quality.

# Business Model

## Simple. Scalable. Sustainable.

### CARD 1 — Worker Subscription

#### Worker Subscription Plans

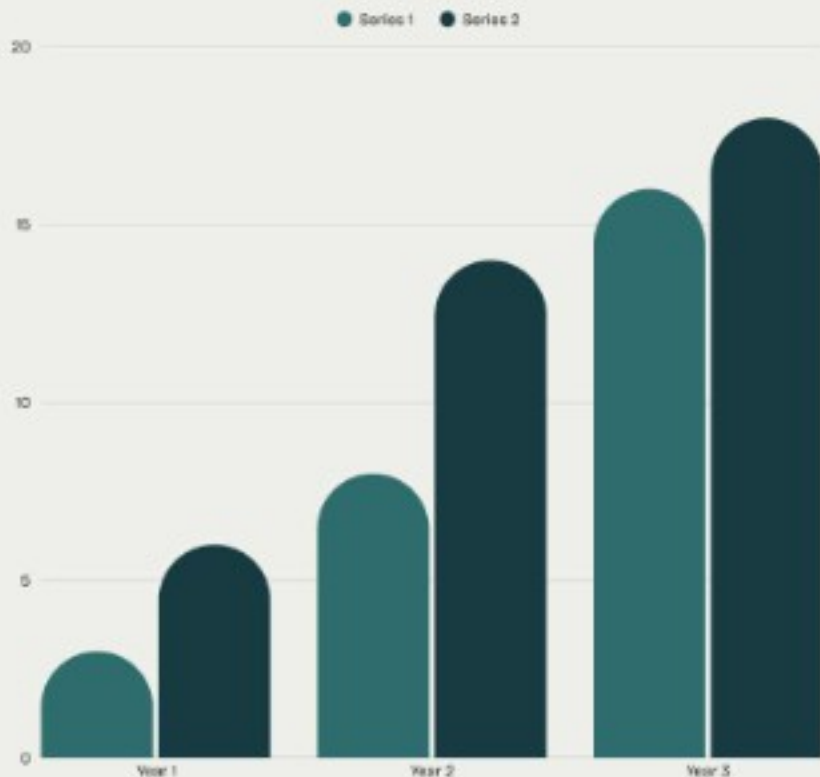
Domestic workers register on Ninja Care to create a verified trust profile that helps them access reliable employment.

- Low-cost annual plans
- Digital identity & verification
- Access to verified families
- Improved job security & dignity

#### Pricing Example:

₹99 - ₹199 per year

(High volume, mass adoption)



# Business Model

## Simple. Scalable. Sustainable.

### CARD 2 — Family / Employer Plans

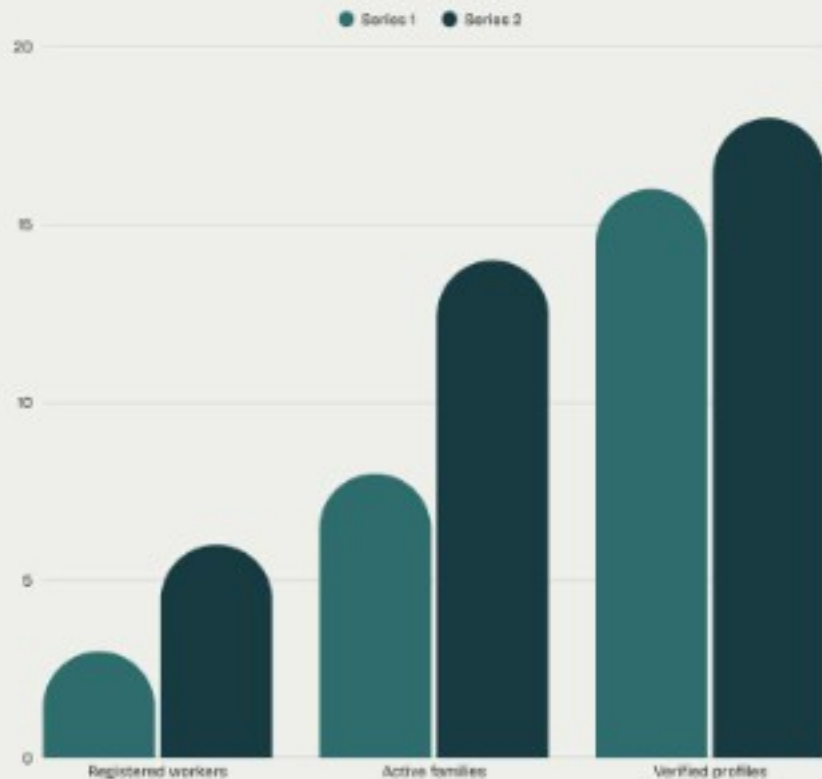
#### Family & Employer Membership

Families subscribe to access trusted, background-verified workers with accountability and safety.

- Verified domestic help
- Digital employment records
- Emergency & trust features
- Transparent worker history

#### Pricing Example:

₹299 - ₹999 per household per year



# Business Model

## Simple. Scalable. Sustainable.

### CARD 3 — B2B & Institutional Revenue

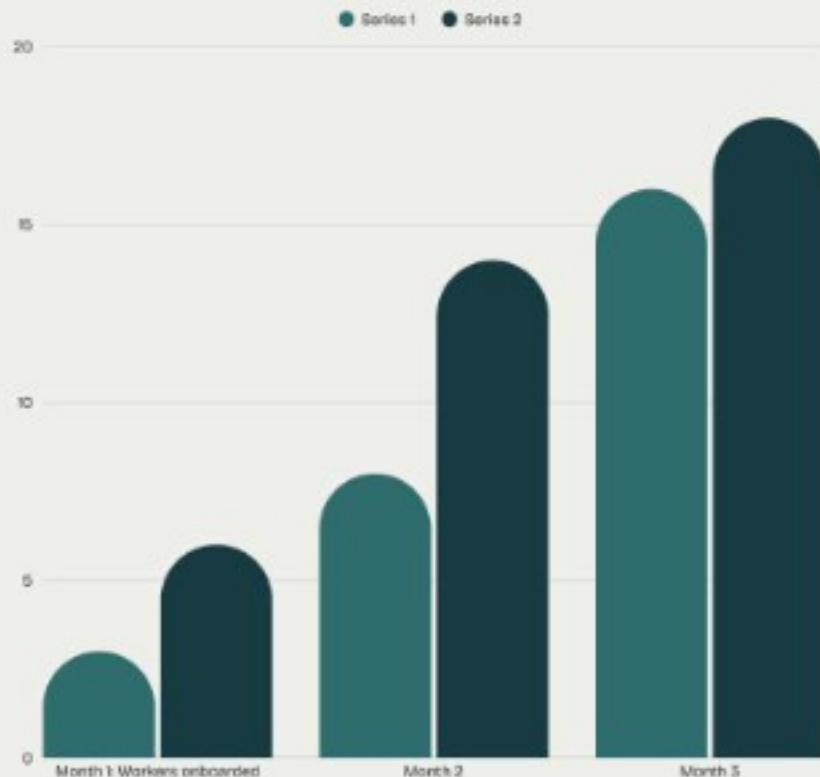
#### Institutional & Partnership Model

Ninja Care partners with organizations managing large workforces.

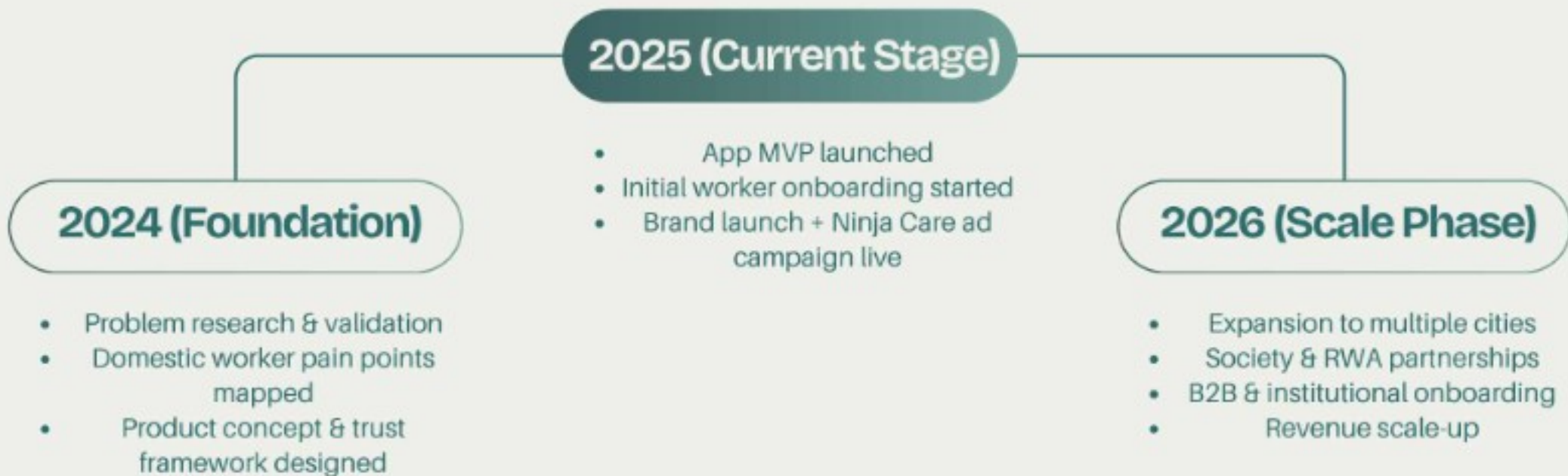
- Housing societies & RWAs
- Corporate offices
- Facility management companies
- NGOs & Government pilot programs

#### Revenue Model:

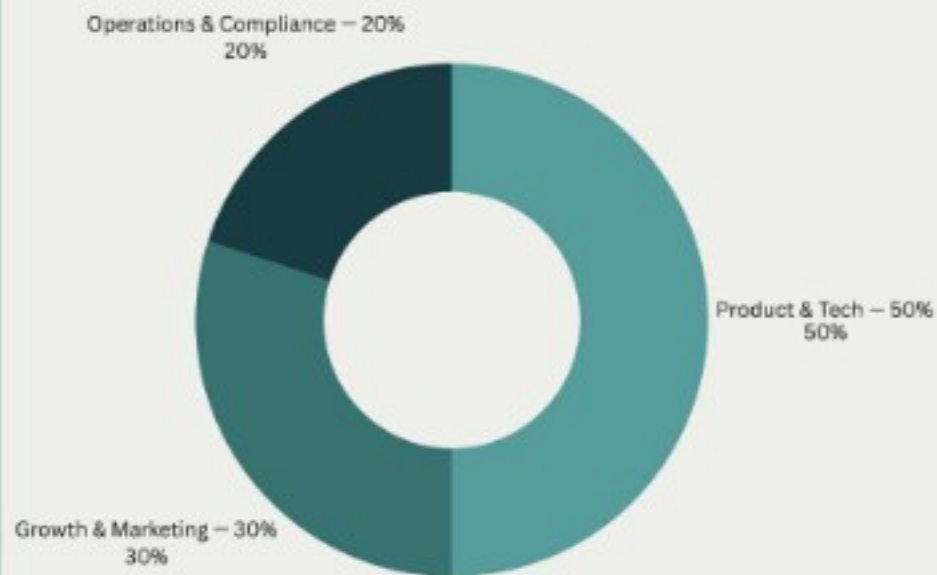
Annual contracts & long-term partnerships



# Roadmap & Key Milestones



# Use of Funds




How the capital will be deployed

Funds will be strategically used to strengthen the core product, accelerate worker and household adoption, and build a scalable verification and operations framework. The focus is on capital-efficient growth, trust infrastructure, and long-term retention.

Every rupee invested strengthens trust, scale, and retention.

# Founder & Company Ownership

 Ashish Kumar Singh

Founder & Owner — Ninja Care

- Founder of Ninja Care App
- Vision to formalize trust for domestic workers in India
- Ground-level understanding of worker-employer ecosystem
- Driving product, partnerships, and long-term strategy



**Ashish  
Kumar  
Singh**

Founder



# Building Trust for Millions



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Ninja Care is creating India's first trust-led ecosystem for domestic workers and families.

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#### Our Vision

To bring dignity, security, and accountability to India's domestic workforce by building a scalable, technology-driven trust platform — one household at a time.